

3. Architectural Theme and Appearance Objective:

A distinct architectural image for the downtown should be based on a mixed theme of building styles derived from the architectural heritage of Downtown Belmont. Creative architectural design should be encouraged to utilize historic forms in innovative and attractive ways.

The diversity of building styles and sometimes visual conflicts found in the downtown can evolve to a more unified and cohesive architectural image through consistent application of an architectural design theme.

4. Site Design Objective:

Creative site and building design should be promoted to achieve architectural and land use intensification goals of the Plan, while ensuring efficiency in automobile access and parking, provision for on-site landscaping, and a high-quality site appearance.

The application of land use development guidelines and zoning standards to specific site conditions of individual parcels must relate to the overall design objectives and policies. Guidelines should assist the site designer while providing for flexibility to interpret the design philosophy and provide creative design solutions.

4.3.2 Urban Design Concept Plan

The Urban Design Concept Plan describes the vision for the future downtown image and character which underlines the specific objective and policy sections dealing with streetscape, architectural and site development elements. The following primary principles of Belmont's urban form and appearance describe the Plan:

- 1. Downtown Hillside Backdrop.** The unique semi-bowl shaped backdrop of hills and woodland vegetation visually contains and distinguishes the western portion of the downtown. By enhancing, strengthening and expanding the woodland vegetation in this area, this historic quality can contour to enhance the downtown.
- 2. The Roadway Axis of El Camino Real and Ralston Avenue.** The visual identity of downtown will always be shaped by the design identity and visual quality of these two roadways. Special landscape plaza treatment and use of roadway materials should be employed to embellish the appearance of the intersection. Although constrained by physical conditions and highway functional requirements, a